

ESTTA Tracking number: **ESTTA779438**

Filing date: **10/27/2016**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Applicant:	<b>Sunny Marshmallow, LLC</b>
Application Serial Number:	<b>86973468</b>
Application Filing Date:	<b>04/12/2016</b>
Mark:	<b>BAM!</b>
Date of Publication	<b>08/30/2016</b>

## 60 Day Request for Extension of Time to Oppose for Good Cause

Pursuant to 37 C.F.R. Section 2.102, Books-A-Million, Inc., 402 Industrial Lane, Birmingham, AL 35211, UNITED STATES respectfully requests that he/she/it be granted an additional 60-day extension of time to file a notice of opposition against the above-identified mark for cause shown .

Potential opposer believes that good causes are established for this request by:

- The potential opposer needs additional time to investigate the claim
- The potential opposer needs additional time to confer with counsel

The time within which to file a notice of opposition is set to expire on 10/29/2016. Books-A-Million, Inc. respectfully requests that the time period within which to file an opposition be extended until 12/28/2016.

Respectfully submitted,  
/emilia cannella/  
10/27/2016

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